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1522

REFERENCES:
FIRST NATIONAL BANK, Allegan, Mich.
FIRST STATE BANK, Allegan, Mich.
PEOPLE'S BANK, Bloomingdale, Mich.

Both Bell and Citizens local and long
distance 'phone service — Allegan,
Bloomingdale, and Chicora exchanges.

All CHOICE and STANDARD Varieties
of Strawberry Plants, Grapes, Raspberries,
Currants, Asparagus, Hedge Plants, etc.

THE ALLEGAN NURSERY

A cheap article is seldom good, a good
article is never cheap. It is not what you
pay for what you get, but what you get for
what you pay.

The Moral: Quality costs, but it only
is cheap.

J. G. PRESTAGE, Proprietor

THE FIVE GREAT EVERBEARERS.
Americus, Peerless, Superb, Progressive,
and Ideal.

Allegan, Michigan

Dear Sir:

In response to your inquiry we are mailing you our catalogue under separate cover. We also are writing you this letter asking you to kindly do us a favor.

Do you know that the average Nursery that is doing a large amount of advertising spends hundreds and thousands upon thousands of dollars advertising for the names of prospective customers, and then, if these nurseries use an expensive catalogue, that the price of plants must be very high to pay this increased cost of advertising and printing and leave even a small profit to the nurseryman?

Just to give you an idea of what advertising costs we are going to illustrate. A quarter of a page of Farm and Home or Farm Journal, Successful Farming, or Country Gentleman would cost from \$500 to \$1,000 for just one issue of the paper. A whole page would cost from \$1,000 to \$2,500 per issue, depending upon the colored inks used and the location of the page—front page, back page, cover, etc.—and, if you will notice, some nurseries use a good many of these advertisements, even though the cost is tremendous. Then, too, a catalogue full of pictures, even printed in black ink, costs thousands of dollars more, for what the average nursery mails out, than one that is devoid of pictures. Then, when the nursery goes a step farther and undertakes to use colored pictures, the cost again increases, not only twice but from three to five times, and we are going to ask you as a prospective customer of ours to carefully analyze the cost of advertising, printing, and expensive pictures, and consider whether it would affect the cost of plants and nursery stock. Another point we wish you to consider is, do you think that very many of the pictures used are fair? We could state dozens and dozens of cases in even our nearby competitors' catalogues where the pictures are unfair, misleading, and used under false pretenses. You will notice what we say about pictures in our common-sense catalogue and price list.

Another point to be considered is, do you consider that expensive advertising and expensive catalogues can make trees, plants, and shrubs of any better quality? In fact, we have learned that people have found out that a common-sense catalogue will sell them as good stock, if not better, than the expensive advertisements and expensive catalogues.

This is what we want of you: We ask this favor of you and we will personally see that you are well repaid for your kindness. Please use the enclosed envelope and send us the names of from three to eight gardeners or berry-growers who are owners of their homes. All we do is to send them our catalogue in hope that they will order their nursery stock of us. You might have a tendency to send us the names of all the people you know. This is not necessary as we want only those who are likely to purchase stock, and a renter never buys stock and sets it on some other man's land; and then, too, we want the most promising people—just a few of them—because we build our business and use our customers in a way so that we expect them to tell their neighbors about our treatment and stock, and thus the advertising goes on among your friends and our friends who will soon be boosters for "Victory Plants" bought from the Allegan Nursery.

Thanks in advance for this favor. Kindly reply at once.

Yours truly,

J. G. PRESTAGE, Proprietor.

The Allegan Nursery and the Man who Grows the Victory Plants.

